

Solar Outdoor Media



LUCIANO GUIDO
Founder & CEO

SOLAR OUTDOOR MEDIA

OFFICE: SOLAR OUTDOOR MEDIA GmbH
Address: Kurfuerstendamm 21, 7 Floor
City: Berlin, zip Code: 10719 Country: Germany
MOBILE: + 49-157-339-28711



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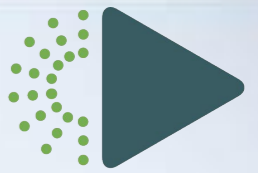


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1. PROBLEM



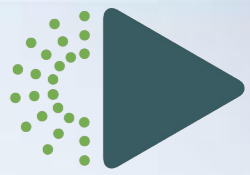
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- Dramatically increasing generation of waste
- Low awareness of recycling worldwide
- Lack of technological approach towards smart waste management



2. SOLUTION



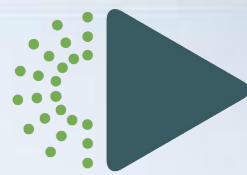
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- Attractive solar powered, sanitary and safe recycling and refuse centres based solution to increase awareness on recycling with
 - USB mobile charging Device
 - FREE Hotspot WI-FI.
- Facilitated and separate waste collection disposal in urban areas
- Optimized waste management through smart IoT sensor technology



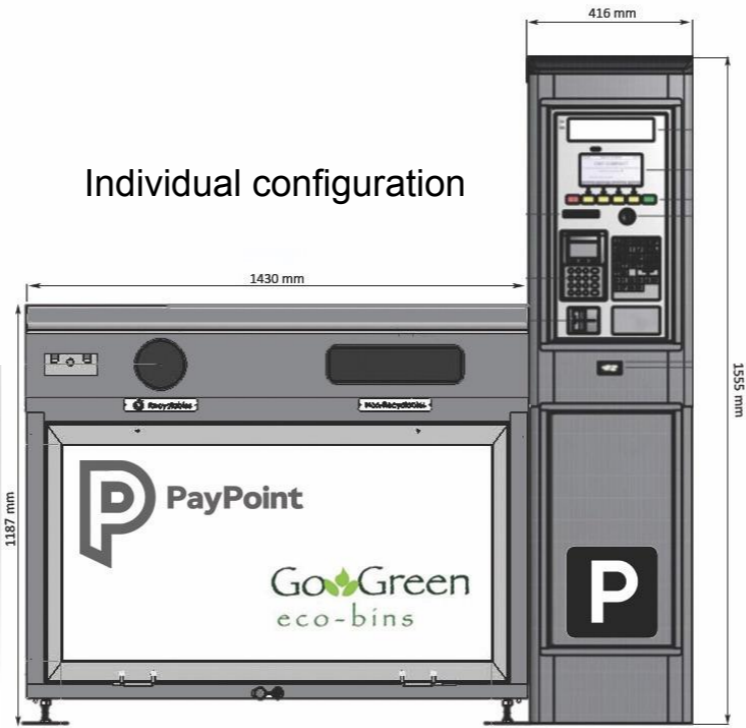
3. SOLAR WIFI ECO BIN (SWEB)



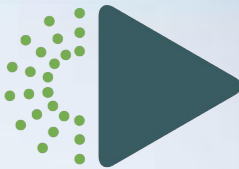
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Individual configuration




4. FUNCTION



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Powered by
solar Panels


USB port to
charge mobile devices


Free WIFI



Waste Management
sensor

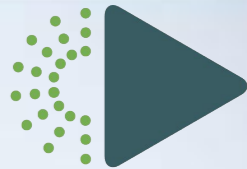
Versatile media platform



Waste / recycling bin



4. FUNCTION



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SOLAR



RECYCLING



IoT SENSOR



ADVERTISING SPACE



SUSTAINABILITY



USB



ENVIRONMENTAL CONCERN



ENVIRONMENTAL AWARENESS



MEDIA



SOCIAL RESPONSIBILITY



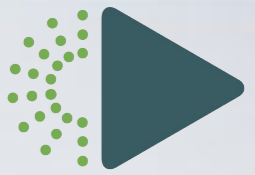
INNOVATION



WIFI



5. SOLAR OUTDOOR MEDIA



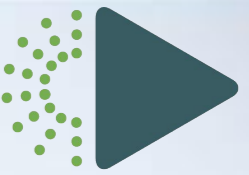
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- [Solar Outdoor Media GmbH](#) is a Berlin-based company with offices and cooperation partners in Barcelona, Miami, Los Angeles, Dominican Republic and Aruba Island
- We specialize in smart city solutions that promotes self-sustainable, nature compatible, healthy community connection waste management and e-mobility
- The list of countries that already have orders and LOI in excess of 5,000 units includes: Spain, Portugal, Italy, Czech Republic, Slovakia, Australia, USA (California and Florida), Dominican Republic, Ecuador, Aruba, Curacao, Bonaire, St. Marteen and Peru. In addition, we are currently in discussions with the relevant municipalities in India (City of Mumbai, Pondicherry) and Paraguay on the implementation of Solar Wi-Fi Eco Bin projects



6. BUSINESS MODEL



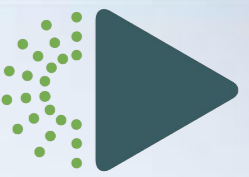
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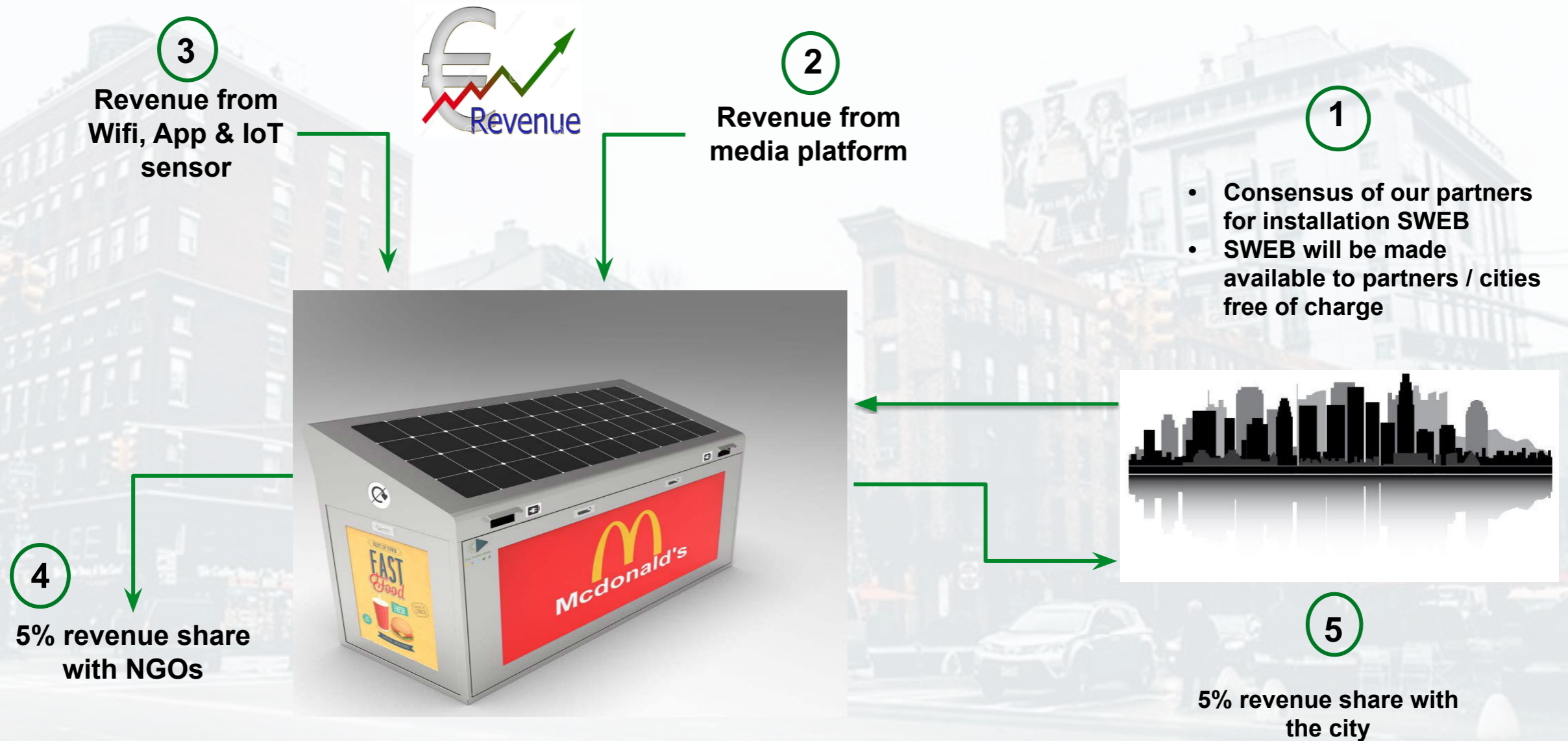
- SWEB will be made available to cities and towns for free of charge
- The financing is provided by the proceedings from the media & app revenue. In addition, when using the WLAN, media revenue is generated (7 to 11 sec ads)
- In order to increase the appeal of our product solution, the cities and municipalities have a 5% share of our net revenues
- Additionally we will contribute another 5% of the proceedings to NGOs in the area of recycling to directly influencing the recycling behavior of the population, our SWEB makes a direct contribution to environmental protection



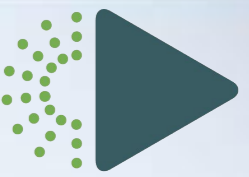
6. BUSINESS MODEL



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7. BUSINESS ECOSYSTEM



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MARKETING PARTNERS



DIRECT CLIENTS

COUNTRY/CITY PARTNERS



PRODUCT MANUFACTURER

SUMEC



SOLAR PANEL PARTNER

Phono[®] Solar
SHARE THE SUN, POWER THE FUTURE!

BATTERY MANUFACTURER

FITCRAFTENERGY

ROUTER MANUFACTURER



SHIPPING PARTNER

hellmann
Worldwide Logistics

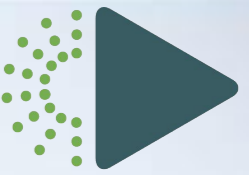
INSURANCE PROVIDER



TELECOMMUNICATIONS PARTNER



8. FIRST SUCCESS STORIES



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Benefits of being labelled as a Solar Impulse Efficient Solution

World Alliance for Efficient Solutions

SWEB was selected as one of the 1,000 solutions that make a difference in the sustainable and eco-friendly future



National Association of Convenience Stores

Awarded one of the three "Cool NEW Green Products"



Anheuser-Busch

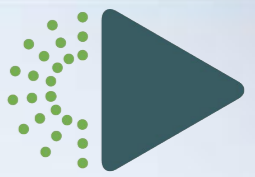
- Outstanding acceptance at a BUD LIGHT event of NFL RAMS, Los Angeles
- Very positive feedback from the public



Former Mayor and City councilman, „ZUMA“ Jay Wagner Malibu, California USA

- The environmentally conscious philosophy of the city fits in perfectly with the SWEB philosophy

9. CURRENTLY IN OPERATION



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Successful installation of 21 SWEBs in Q4 / 2016 for 5 years in the City of Wilton Manors, Florida, USA

- Positive feedback from the public authority
- Public feedback & Overall effectiveness



Wilton Manors Mayor: Gary Resnick

- "Our citizens and tourists love the product"
- We are a green city, so the SWEB fits our vision

Monitoring with ultrasound IoT sensor

The sensors installed in our SWEBs, as well as the associated software, have been operating successfully since 2018 in 5,700 conventional waste containers in the Czech Republic, Slovakia, Norway, Sweden, Germany, Netherlands, United Kingdom and Dubai.

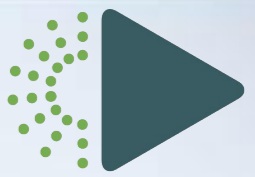
The sensors are involved in

- Optimized route planning for waste companies
- A cloud-based analysis and reporting tool generation
- Enabling citizens to participate in a cleaner and greener city in conjunction with the associated app available in IOS/ Android.

"If you have no data, you are not able to manage "



10. CURRENT IoT BENEFITS



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"Without accurate data, smart waste management is not possible"



Smart Waste Management Citizen App

- Generates income from ads, IoT income
- Free citizen app, gives access to data, information about waste levels and enable citizens to find the nearest bin location.
- Citizen engagement by reporting real time feedback
- Citizens making cities smart, greener, cleaner and free of litter
- Promote city events and business through ads



Manage waste remotely via mobile apps for citizens, sponsors and city operations



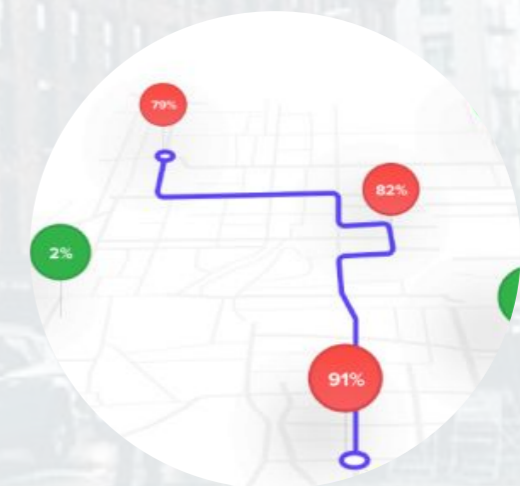
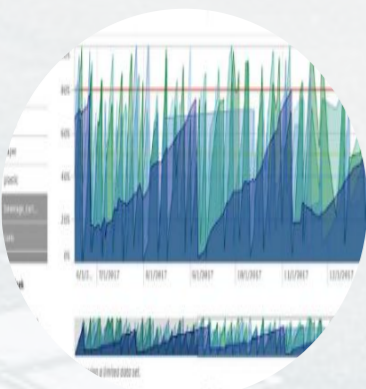
Google live street view of location deployed



Monitoring via ultrasonic IoT sensor

SMART ANALYTICS

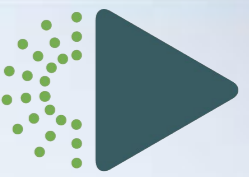
- Smart analysis of waste, traffic, etc
- Manage the city waste



Smart Route Planning

- Optimization of Route planning for waste pickup based on pre-defined data about Fleet, depots and landfills management
- Understand the city waste and make data driven decisions
- Decrease pickup frequency by 50%, saves fuel, time and money

11. TARGET MARKET



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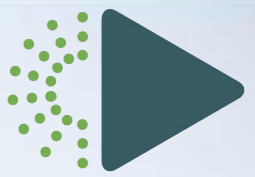


The global waste market today is estimated at \$ 235 billion, with an expected development of \$ 435 billion in 2023

- Busy pedestrian areas and street corners
- Public parks
- Schools, College campuses, Universities
- Gas stations
- Stadiums, Shopping centers
- Live Festivals and Concerts
- Exhibition venues



12. COMPETITION



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BigBelly

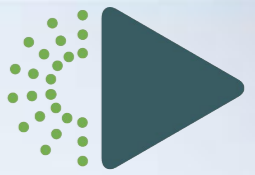
Garbage bins from the US company BigBelly.
Solar energy is used only for compression of waste.

Significant differences to the SWEB:

- No recycling
- No citizen/city app representing location and level of garbage
- Municipalities must buy the equipment: purchase price approx. EUR 2,700
- Monthly operating costs for cities and municipalities around EUR 120
- No lighting
- No WIFI
- No USB charger



14. DEVELOPMENT



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- US brand introduction
- Pilot projects USA
- LOI's
- Pre-orders

- Participation in live events
- Talks with potential investors
- Beginning of seed round
- Presentations to ministries and authorities in Europe and abroad (including BSR Berlin)

Q4 2016

2017

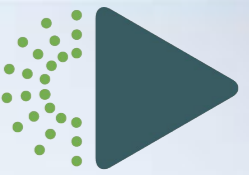
2018

2019

- Launch & Company registration of SOM in Germany
- Redesign, adaptation to the European market
- New features, e.g. IoT Sensors for smart waste management

- Decision on financing partner
- Seed raising
- Production & installation of existing 1000 orders
- Convert LOI's into orders
- Open up new markets

15. MILESTONES



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- Production & installation of existing orders
- Opening new markets in USA, Europe, South America, MENA region, India
- Increase installed bins to 3,000 units
- Growth by 250%
- Start of digital integration of the media platform
- Further product line: Solar Outdoor Furniture

2021

- Increase in return on sales by 56%
- Other offices / locations in Singapore, Philippines, Japan, Qatar

2020

- Doubling of market share
- Digital integration of media platform

2022



17. CONTACT



Solar Outdoor Media



For further information, please contact:

LUCIANO GUIDO

OFFICE: SOLAR OUTDOOR MEDIA GmbH

Address: Kurfuerstendamm 21, 7 Floor

City: Berlin, zip Code: 10719 Country: Germany

MOBILE: + 49-157-339-28711

EMAIL: luciano@solaroutdoormedia.com

